

**PUBLISHING IN COLOR**

**Go, Know, Grow  
Children's Book Proposal  
Template**

***Book Title***

A children's picture book by

Author Name

**REPRESENTED BY**

Add Agent Contact Information (if applicable)

## **OVERVIEW**

Add a description of the book. Share why you wrote the book and why you are the best person to write this book. Keep this section brief (1-3 short paragraphs).

## **FORMAT**

The standard page count for picture books is 32 pages; board books can be 24 pages or 16 pages, adjust accordingly.

- (Add Number) pages
- Full-color illustrations (if self-publishing)

## **EMOTIONAL TAKEAWAY**

Share what young readers will learn from reading your book. (Keep this section brief. I recommend writing one short paragraph.)

## **AUDIENCE**

**Primary**— Who will buy your book and who will read your book?

**Secondary**— Where will your book be sold or shared (i.e., schools or organizations that support your topic if you are going the self-publishing route).

## **FEATURES**

- *Add Title* then describe your manuscript. Is your book written in rhyme or prose?
- Share any special features you envision for this book.

## **READER BENEFITS**

Share how readers will benefit from reading your book.

## **COMPARISON TITLES (List 4-6 books that are similar to your book)**

1. *Title* by (Add Author Name) and illustrated by (Add Illustrator Name). (Add Publisher Name, Add Year of Publication). Describe what this title brings to the market and how your book is different from this book. Why is your book a good addition to the market? Use positive language when describing every book that compares to yours. These may become books and authors you can connect with for cross-promotion. (Try to find books published within the last five years.)

## **ABOUT THE AUTHOR**

Write a short author biography in third person. Include why you wrote the book and why the topic is important to you. Include your publishing credits, website, and social media accounts.

## **MARKETING**

### **Social Media Network (see sample below; add or delete platforms as needed)**

Personal Blog Subscribers:

Facebook Personal Page Contacts:

X Followers:

LinkedIn Connections:

Instagram:

TikTok:

### **Possible *Endorsements* and Influencers (Personal Contacts)**

List people that you know personally. I recommend you ask them before adding them to this list, in case they are unable to endorse your work after you have received a contract. It is best to consider fellow picture book writers or influencers within organizations that would help you reach your readers.

**Marketing: Promotional Ideas**

1. List all of the ways you plan on promoting your book after its release.

**Marketing: Multiple Sales Promotion**

List any ideas you have for promoting multiple sales of the book.

## MANUSCRIPT

The complete manuscript for *Add Title* is included on pages (500-600 word max, sometimes 1,000 word max, depending on publisher. You may want to have a few versions ready so you can decide which word count is needed to tell your story. Board books are 16 pages. Picture books are 24, 32, or 36 pages, depending on the publisher). If you want to add an author note and activity page, plan your spreads accordingly.

*Add Title*

By Author

p. 2-3 copyright/title page

*Add any information you would like to see in this section (i.e. Bible verse, dedication).*

p. 4-5

Add text for each spread. Double spaced. Add an extra space after the text and go to the next page spread.

p. 6-7

Add text for each spread. Double spaced. Add an extra space after the text and go to the next page spread.

p. 8-9

Add text for each spread. Double spaced. Add an extra space after the text and go to the next page spread.

p. 10-11

Add text for each spread. Double spaced. Add an extra space after the text and go to the next page spread.

p. 12-13

Add text for each spread. Double spaced. Add an extra space after the text and go to the next page spread.

p. 14-15

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p. 16-17

Add text for each spread. Double spaced. Add an extra space after the text and go to the next page spread.

p. 18-19

Add text for each spread. Double spaced. Add an extra space after the text and go to the next page spread.

p. 20-21

Add text for each spread. Double spaced. Add an extra space after the text and go to the next page spread.

p. 22-23

Add text for each spread. Double spaced. Add an extra space after the text and go to the next page spread.

p. 24-25

Add text for each spread. Double spaced. Add an extra space after the text and go to the next page spread.

p. 26-27

Add text for each spread. Double spaced. Add an extra space after the text and go to the next page spread.

p. 28-29

Add text for each spread. Double spaced. Add an extra space after the text and go to the next page spread.

p. 30-31

Add text for each spread. Double spaced. Add an extra space after the text and go to the next page spread.

p. 32

Author and illustrator bio

\*If you go to 36 pages, you will follow the following format: pp. 32-33, 34-35, 36 (Delete this line and adjust so the title is the first line on this page.)